



FAMOUS NEWS

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RON EMILIO: THE INTERVIEW

Ron Emilio, Famous Players president and chief executive officer, has been extremely busy in the three months since he assumed his new position. He sat down for an interview with Famous News and talked about his plans for the company. Here are some of the questions we asked, with Mr. Emilio's responses:

Will Famous Players continue to expand in the coming years?

Over the past three years the company has been through a rationalization. This means we have opened many new theatres but we have also closed some of the theatres which do not fit into the company's future. Most of the closings have been old, single-screened operations and their replacements have been modern, multi-screen complexes which allow greater flexibility in programming film. We will continue with our building program where we feel we need more screens and I expect new complexes to open in Vancouver, Montreal, Sarnia and Toronto in the coming year-and-a-half.

What about the older theatres in the circuit?

People who run theatre circuits must continue to spend money on facilities. Audiences are more sophisticated in their expectations and in order to earn their entertainment dollar we must respond by building modern

complexes and maintaining those already in service. Famous Players is in the middle of a large renovation program and we are working very hard to have all of our theatres brought up to standard. Of course, it is important to spend our renovation budget in the most efficient manner and our district managers are helping us in the allocation of the budget.

In addition to the theatres being the best that they can be, what would you like to see happen at Famous Players?

I think it is important for everyone to understand that we are in a service industry. To date, we have been fortunate in continuing to attract large audiences to our theatres, but we have to make sure that we give each and every customer a pleasant night out at the movies. In an age where it has become increasingly attractive for people to remain at home - cocooning, the marketers call it - we have to make sure that a visit to a Famous Players theatre is worth a trip out of the house. My focus in the coming months will be on improving the service we offer to our customers and that means that we will be working with all of our employees to create a special feeling of hospitality at our theatres.

What about theatre-level promotions?

Famous Players must continue to build on the good relationships we have with the distribution companies. This company's fortunes rise and fall with those of our suppliers and anything which we can do to support our distributor's efforts in promoting their films will

be fully supported by my office. I am very interested in having our theatre managers work on the promotion of film and I am confident that our theatres will begin to see an increased emphasis on the promotion of film.

I know Cyrano de Bergerac, Fantasia and Bethune have been identified as project pictures for the Fall and I am hoping that everyone in the field will use their ingenuity and expertise to get out and bang the drum for these films.

How does Famous Players fit into the structure of our parent company?

Paramount Communications Inc. is comprised of two large areas, entertainment-related businesses and publishing interests. Frank Mancuso, the chairman and chief executive officer of Paramount Pictures, is responsible for the entertainment-related businesses. Famous Players is one of this group of companies, which also includes the Mann Theatres circuit, Madison Square Garden and Paramount Pictures.

Finally.....How are you enjoying your new job?

A while ago I said that working for Famous Players was what everyone in the industry in Canada hoped to do before they retired. I love what I do and I want everyone at Famous Players to enjoy themselves while working hard to accomplish our goals.

COMING SOON

This is a new section for Famous News, and it will be devoted to providing information on major films-in-the-works. The purpose is to let you know about releases in advance in order to get you thinking about promotions. In this section we will also let you know about any upcoming sponsored promotions.

Bethune The Making of a Hero

You've read the gossip, now see the movie. This is the most talked-about Canadian film in history, based upon one of the most well-known Canadian figures. Actually, it is a Canada-France-China co-production and it was shot in Montreal, Madrid, and various locations in China. Donald Sutherland stars in the title role of Dr. Norman Bethune, the visionary Canadian surgeon who contributed his expertise in Spain during the Spanish Civil War and labored against impossible odds as Chief Medical Officer for Mao Tse Tung's 8th Route Army in 1938-39. Beloved by the Chinese people, who call him "Bai Chu En" (White Seeking Grace), Bethune is the most revered foreigner since Buddha. The film also stars Helen Mirren, Helen Shaver, Colm Feore and Anouk Aimee.

Bethune premiered to very good reviews at the Montreal World Film Festival in August and will show at Toronto's Festival of Festivals and the Vancouver Film Festival. It will be distributed in English Canada by C/FP Distribution and will open nationally on October 5. As of this writing, C/FP, in conjunction with Famous Players, is putting together a promotions kit for use by the theatres. Contact C/FP at 416/944-0104 or the Public Relations Department. In the meantime, start thinking about going into hospitals, medical schools, high schools, the Chinese community, etc. to get the word out about this great Canadian film.

Cyrano de Bergerac

The film *Cyrano de Bergerac* is based on the turn-of-the-century play of the same name by Edmond Rostand. This is one of the great love stories, about the unattractive but brilliant poet, playwright and swordsman in love with his cousin Roxane, who only has eyes for the handsome soldier Christian. Set in France in the seventeenth century - the era of *The Three Musketeers* - *Cyrano*, the film, is one of the most expensive ever made in France. It was highly acclaimed at the 1990 Cannes Film Festival and won for actor Gerard Depardieu (in the title role) his first Best Actor award at Cannes. The French version opened at the Parisien theatre in Montreal in June, where it broke house attendance records. The English version, premiering as a gala at the Toronto Festival of Festivals, is distributed by C/FP and opens nation-wide in December. C/FP and the Public Relations Department at Famous will be contacting you soon regarding the promotion of this beautiful film. High Schools, libraries, book stores, French

departments, French book stores and drama societies are natural promotional targets.

Fantasia

Buena Vista will re-release *Fantasia*, Walt Disney's classic animated feature, on the occasion of its fiftieth anniversary. If you're not familiar with this film, it is made up of a series of "fantasias" set to classical music. The unrelated pieces are inspired by the music they're set to, and held together by "host" Mickey Mouse (who performs in the famous *Sorcerer's Apprentice*).

The release, scheduled for October 5, will be marked by a number of special events including a contest for Famous Players theatres. Buena Vista, in co-operation with Famous Players, will be looking for the best promotional campaign from a Canadian theatre. The prizes will be cash awards and the judging panel will be made up of employees from Buena Vista's Toronto office. Details of the contest will be forwarded to all theatres on electronic mail, along with



Love Triangle: Anne Brochet, as Roxane, Vincent Perez, as Christian, and Gerard Depardieu, as *Cyrano de Bergerac*, in the film of the same name.

information about how you should submit your entry. The Promotion Summary forms should help you organize your entry and you are encouraged to submit photographs of displays and/or copies of any radio, television or newspaper attention which resulted from your promotion.

PROMOTIONS

The film *Flashback* was the basis for Kildonan Place's first promotion. Manager **Brad Phill** and assistant **Tim Bowser** arranged a contest for preview screening guests. The prizes were five \$20 food vouchers for *Suzy Q's*, a 50's-60's style restaurant which displayed *Flashback* one-sheets. A 50's-60's restaurant counter was set up in the theatre lobby and theatre staff dressed to add a touch of the past for the preview screening. (See below.)



Theatre staff at Kildonan Place are "Flashback-ed".

The Capitol in Thunder Bay held two contests last Winter, one on Valentine's Day and one on St. Patrick's Day, the object of which was to help concessions staff sell more large-size soft drinks and popcorn. Symbols were placed on the bottom of large soft drink cups and large popcorn containers (a heart for Valentine's Day and a four-leaf clover for St. Patrick's Day). The patrons who purchased the marked containers won a double pass. Decorations, signs and costumes completed the promotions.

The Capitol also held an Academy Awards contest, with support from the *Lakehead Living* newspaper. More than 400 ballots were received for the three prizes: movie passes for a year; an overnight stay, and brunch, at the Airline Motor Hotel; and a subscription to the *Lakehead Living*. Congratulations to manager **Jim La Via** and assistant **Diana Hennel** for organizing these promotions.

The St. Vital in Winnipeg has also been busy, with promotions for *The Little Mermaid*, *The Hunt For Red October* and *Driving Miss Daisy*, taking place last Winter and Spring. A successful colouring contest was run to promote *The Little Mermaid* more than 800 entries were submitted. A radio contest provided extra coverage for *Driving Miss Daisy*. The winner received dinner for two and tickets to see the film.

Prior to the opening of *The Hunt For Red October*, manager **Dave Mooney** contacted the W.H. Smith bookstore in the St. Vital Shopping Centre. The bookstore set up a window display, using posters and copies of the book, to help promote the film before it opened.

Patrick Tamas, in Montreal, organized a contest with CHOM radio and the Montreal Gazette to give away one hundred double passes to the preview screening of *Dick Tracy*. More than \$30,000 worth of free media coverage was provided by this promotion.

Genny LeBlanc at the Paramount in Moncton gave *The Jungle Book* some extra visibility. She had the local newspaper run a colouring contest - for free - and had stores, restaurants, day care centres and community centres/playgrounds display posters for the film. **Bruce McCulloch**, at the Polson Place in Vernon, also organized a colouring contest for *The Jungle Book*, with the support of McDonald's and the local newspaper. A full-page ad/colouring contest was run in *The Morning Star*, and every entry submitted to McDonald's received a coupon for one small order of french fries. Prizes included a *Jungle Book* standee, movie passes and dinner at McDonald's. (See photo next page.)

Finally, **John Pedersen**, manager of the Loughheed Mall Cinemas in Burnaby, and his staff are to be congratulated for being voted one of the ten most helpful merchants at the 185-store Loughheed Mall.



First Place winner Nicole Lutgen, 3, of Vernon, poses with her prize in the Jungle Book colouring contest, sponsored by Polson Place.

CONCESSIONS UPDATE

1990 Summer Fun Promotion

Summer Fun was the name of the game at concessions counters from coast to coast. In conjunction with Coca-Cola, Famous Players ran a promotion featuring a plethora of prizes: 85,000 popcorn and soft drinks, five trips to Hollywood and one 1991 Ford Escort G.T. The promotion was aimed at helping theatre managers increase the B.O.Z. by encouraging patrons to purchase 32 oz and 44 oz sizes.

10 Pounds of Chocolate

Summer 1990 also saw the introduction, in selected theatres, of Toblerone chocolate bars. The 50 theatres involved competed for the chance of winning one of nine 10-pound Toblerones by selling the most bars. And the winners are:

Vancouver Centre, Vancouver

Sunridge, Calgary

South Centre, Calgary

Eglinton, Toronto

Plaza, Toronto

Cumberland, Toronto

Yorkdale, Toronto

Oshawa Centre, Oshawa

Rideau Centre, Ottawa

Excellence In Calgary

The Calgary district is to be commended for their Excellence Into The 90's staff incentive program. The program, which began in May, was hosted by theatre managers and included prizes for Personal Performance, a Mystery Guest contest, and a Gulp and Glide Promotion. The Gulp and Glide promotion supported the Summer

Fun promotion by offering travel vouchers as prizes for upselling soft drinks. Staff members were provided with booklets which outlined, in detail, each aspect of the program. Prizes available totalled \$2,505 and were handed out, along with Bronze, Silver and Gold performance awards, on August 20 at a wrap party in Calgary's Calaway Park. Doug Smith would be happy to share details of this successful program with interested managers in other districts.

Promotions Profile: Brad Halliwell

No Rambo's Please ... is the name of a month-long incentive contest run by manager Brad Halliwell at Edmonton's Gateway Cinemas. The contest, which sets one staff member against another in friendly competition, awards those who sell the most 44 oz soft drinks. Below is his explanation of how it works.

No Rambo's Please

Management issues to every concession attendant his own stack of 44 oz soft drink cups at the beginning of each shift. This allows for easy monitoring of how many are sold. When a staff member is dismissed on break, management will verify how many cups he has sold.

It doesn't matter how many shifts are worked; the highest average sales wins the month-end Grand Prize. To illustrate:

Name	M	T	W	T	F	(Av. Sales)
Madonna	16	8	21			15 %
Warren	8	11	19	6	7	10.2 %

To figure out the average, follow this simple formula. Madonna sold a total of 45 cups. Now take the number of cups she sold (45) and divide it by the number of shifts she worked (3). The total average for Madonna, for this week, is 15 per cent.

The record for the most cups sold in one shift is held by Cheryl Patrick: 28 cups. So, she'll be out to defend her title. Will she win? Only time will tell. The record for the most cups sold during the month-long

contest is 244, held by former employee Terri Smith. Terri also holds the highest average sales, at 16.8 per cent.

A list of prizes is posted in the staff room. How do you win? Sharpen your upselling skills and SELL, SELL, SELL!

(Editor's note: for more details, contact Brad Halliwell at the Gateway in Edmonton, E-mail number 560. If YOU have a promotion to share with the rest of the circuit, please submit it to the Public Relations Department.)

A Day in the Life...

In our Spring 1990 issue we mentioned British Columbia's local newsletter, Feature Presentation. Reprinted below is their version of a typical day in the life of a theatre manager. (Kind thanks to FP's editors and to writer Graham Beattie, manager of the Richport Cinemas in Richmond, B.C.)

1:00 am - Gets to bed. Because of all the coffee, can't get to sleep.

2:00 am - Gets out of bed. (All that coffee, you know how it is.)

2:30 am - Finally, he is asleep.

3:00 am - Chubb Security calls. It seems the fire alarm is ringing. Manager is tired; tells Chubb to let it burn.

3:05 am - Wide awake, manager looks for Careers section of newspaper, falling asleep after circling telephone soliciting ads.

5:30 am - Toronto calls to find out why computer files show him as being deceased. (In Toronto, the country is on Eastern Time.)

8:30 am - Vancouver office calls to say that building isn't totally demolished. Firemen save a bow tie. (On other end, DM wonders if manager is checking Careers section yet.)

10:00 am - Office phones again. It seems they received complaints that the 9:30 show of Dick Tracy had Italian voices and Hungarian subtitles. None of us noticed.

1:00 pm - Confections in Calgary call to say that they got the theatre candy order wrong. It seems no cups, containers or candy was sent. However, 800 cases of nacho chips will arrive by 4:00 pm today.

2:00 pm - Hot water runs out in shower.

2:20 pm - Cold water runs out in shower.

2:30 pm - Remembers hydro bill that has been on the fridge for two months.

3:00 pm - On way to work.

4:00 pm - Manager has nachos delivered to Smithrite container.

4:30 pm - Tries to get on computer. Finds that his line is busy. Really mad, uses some other theatre's line to send out nasty letter about using other lines without asking. (Leaves the computer on for the rest of the night, on SOMEONE ELSE'S LINE.)

5:55 pm - Entire staff calls in sick. Manager begins to ask lineup already forming outside if someone wants to "Be A Star".

7:00 pm - The world's largest spit-ball is hurling towards the screen.

7:05 pm - Emergency vouchers are being handed out. Medics tend to the entire front row, and the person who shot the spit-ball is being pried out of the rear wall.

9:20 pm - Manager is paging lineup, which is outside in the rain. The guests are not impressed.

9:40 pm - It is only now that the first staff member notices the manager is not around.

9:45 pm - Doorman finds manager tied to lightpole with gaffers tape.

Looks like he had to wait in the rain as well.

10:00 pm - Computer line goes down. (So tell me something I don't know!)

12:00 am - Last guest leaves the washroom. This is significant, because the last movie ended at 11:15 pm.

1:00 am - Gets home. Pours the phone and answers the coffee maker. Boy, is he tired!

1:05 am - Finds a note from his girlfriend. Manager tries to remember what she looks like.

2:00 am - Phone rings

NOTES

The annual Motion Picture Pioneers Picnic and Golf Tournament, Ontario chapter, was held on Thursday August 16 at the Glenway

Golf Club in Newmarket, north of Toronto. Great organization, good weather and a terrific turnout ensured that a fun day was had by all. Famous Players' director of advertising **Doug Pinder** is the Pioneers' secret weapon: his hard work and leadership is one of the main reasons the event is so successful, year after year. Also worth mentioning is the important contribution of every volunteer, from the ticket sellers to the prizes committee to the hot dog grillers.

Famous Players assumed sole ownership of the three theatres in Lethbridge Alberta in July, thereby ending a partnership with the Shackleford family that began in 1928. In that year, A.W. Shackleford and Famous Players formed a partnership company and together opened the 900-seat Capitol theatre. The next year, 1929, the Capitol was transformed into Lethbridge's first "talkie" theatre. In 1932 Majestic Theatres Limited was formed as the

partnership corporation (continuing until this July when Famous Players purchased the Shacklefords' interests). The rest, as they say, is history. A. W. Shackleford, now 91, went on to become one of Lethbridge's leading citizens. He was mayor for many years, served on countless committees and performed untold civic duties, all the while raising a family and running theatres. Son Bob and sister-in-law Florence Crofts became active members in the family business and they, along with A.W., were presented with plaques and native Canadian artworks by Executive Vice-president **Cliff Narbey** in honor of their life-long contributions.

As Famous Players continues to renovate, expand and build theatres across the country we receive many thanks and other forms of appreciation, including media coverage. A recent expansion which has garnered Famous lots of attention is the restoration of the Capitol theatre in Kingston. Anyone who has visited Kingston knows that it is a popular and charming tourist attraction because of its many important historic buildings and properties. The original stone facade of the Capitol, which was built in 1920 and bought by Famous in 1923, was restored and the entrance, lobby and auditoriums completely renovated. The theatre is opening in three phases; the first two screens opened in July and the second pair at the end of August. The final three screens are to open September 28. (See photo next page.)



The victorious (for a while) Heart Stabbers volleyball team. From Left, Cliff Narbey, Judy Holm, Andy Emilio, C/FP Distribution's Yvonne Rose and Visnja Cuturic, and Captain Ron Emilio.

For the fourth consecutive year, Famous Players played host to the Kidsummer Kids' Film Festival. Kidsummer is a media-sponsored series of free events (one each day of the summer) for families in the Toronto area. On the morning of Thursday August 9 approximately 600 parents and kids flocked to the Yorkdale Cinemas to see one of four classic movies screened: The Wizard of Oz, The Black Stallion, Born Free and The Little Prince.



The restored facade of the Capitol theatre.

From the Files of The Public Relations Department

With this edition of Famous News we begin a new section, devoted to sharing some of the letters which cross our desk.....the good, the bad and the downright ugly. We invite your participation and welcome your suggestions, so let us know if there are any topics and/or letters you would like discussed.

Dear Mr. Emilio:

On Saturday night, August 11th, my wife and I attended the late show at the _____ theatre to see the heavily attended Presumed Innocent.

I understand the early show was sold out and there was a heavy line for the late show a good 45 minutes before it was to start.

At least twice during that time, your manager moved up and down the line explaining to the patrons the timing of the end of the early show, the clean-up that was to take place, and when the patrons could expect to be

seated. He repeatedly thanked us all for our patience and understanding for our possible "discomfort".

Once we were seated, he assisted in re-seating some persons to find the last available seats and again apologized for any delay while the last few patrons were seated.

I have seldom seen such courtesy and concern for customers in the service area in Canada and feel that when someone makes that extra effort, his actions should be applauded. I personally thanked him after the evening and congratulate Famous for having such a valued and exemplary employee.

Yours very truly

*Norman D. Griesdorf, Q.C.
Chairman of the Board*

Does this sound like your theatre?

Ron Emilio was delighted to receive this letter from the Chairman of Variety's Tent 28. We decided to use this letter as an illustration of the difference a little extra care can make.

What did the manager do right?

1. He treated people as individuals.

Nobody likes a lineup, but they are a necessity in our business. By working the lines this manager found a way of letting his customers know that he was interested in them as individuals.

2. He let people know who was running the theatre.

This manager has established himself as the individual in charge. The customer knows there is someone to solve any problems that arise. Customers are more likely to listen to any requests which this manager might make over the course of the evening.

3. He demonstrated concern for his customers by informing them about the delay and the cleaning schedule for the theatre.

It is easier to allow people to wait without informing them about reasons for a delay. This manager earned his customers' gratitude by keeping them well-informed.

4. The manager acted as his customers' host.

He did more than accept their money and screen a picture. He was courteous and concerned about the people who attended his theatre and deserves the recognition he received.

FROM THE PHONES

Customers frequently phone head office looking for a solution to a problem they have had in our theatres. The tales are often convoluted, and always told from the customer's perspective, but there are valuable lessons to be learned. I pick up the story of a woman who was seeking an usher's help in dealing with some rowdy customers in a theatre:

"I had already talked to the usher in the theatre and she was polite, but didn't seem to know what to do. So I left the theatre and asked another young man to get the manager when all of a sudden this great big man came up behind me and stood listening to what I had to say. He just stood there with his arms crossed and when I figured out he was the manager I began to talk to him....."

The story finished with a confrontation between the manager and the customer. I have to assume that the rowdies in the theatre continued to disrupt the show for the people who remained inside.

Why were there problems?

1. Although the customer may not have been correct in assuming that the usher did not know what to do, it is an usher's responsibility to ask people who are making a disturbance to quiet down. If this doesn't work, the usher should seek help from an assistant or the manager of a theatre.

2. The manager was obviously interested in the discussion taking place between a staff member and a customer. It would have helped the situation if he had approached and said something like, "Hello, I'm the manager, Joe Smith. May I be of assistance." The customer would have known who she was dealing with and that the person in charge wished to help her.

3. The manager in the situation described is, in fact, of average height and build. The customer seems to have picked up on the fact that he came up behind her and stood with his arms crossed. His posture appeared threatening and uncooperative to her. It is a good idea to remember that people communicate with more than just words.

FAMOUS PEOPLE

The West

The following new hires / transfers have taken place: **Rob Denison** has been made manager of the University Cinemas, Victoria; **Donna Janning** is the new manager of the Eagle Ridge in Coquitlam; **Rob Jennings** has been made manager of Station Square, Burnaby; **Paul Keelan** has been made manager of Willowbrook Cinemas, Langley; manager **John Pedersen** moves to Richmond Square, Richmond; **Rob Price** has been made manager Lougheed Mall, Burnaby; **Stephen Yuen** is the new manager of the Dunbar, Vancouver.

Welcome to Famous Players:
Eugene Chollack, College Mall Cinemas, Lethbridge; **Martin Kincheloe**, Centre Cinemas, Lethbridge; **Eugene Nakahama**, Paramount, Lethbridge.

Central

The following hires / promotions / transfers have taken place in the central region: **Julie Bowering** has been hired as mailroom clerk; **Rick Chang** has been made manager of the Runnymede; **Ralph Cottrell** has been made manager of Parkway 6, Toronto; **Patrick Dooley** has been promoted to manager, design, Construction & Facilities; **Andy Emilio** has been appointed senior vice-president, Film & Marketing; **Christine Floros** is the new support specialist in Office Systems; **Jamie Harper** is the new manager of Towne Centre, Pickering; **Heinz Hauch** has been made manager of the Bayview, Toronto; **Brian Hudecki** has been promoted to cost construction analyst, Construction & Facilities; **Wilfredo Inumerable** has been hired as senior designer, Construction & Facilities; **Fernand Marleau** moves to Skyway Cinemas; **Jayne McDonald** is now manager of the Yorkdale; **Andrew Morgan** has been made manager of the Towne & Country, Toronto; **Cliff Narbey** has been appointed executive vice-president; **Rod Pratt** was made manager of the Capitol; **Caro Simard** has been promoted to administrative assistant to the president; **Patricia Smith** has been made manager of Fiesta Mall, Stoney Creek; manager **Ron Soutar** moves to the Sussex Cinemas; **Melinda Tan** has been hired as accounting clerk; **Marla Tenby** has been hired as advertising paste-up artist; **Bea Tinney** moves from Administration/Office Systems to Advertising, as secretary; **Ellen Todd** was hired as secretary, Construction & Facilities; **George Viegas** has been hired as truck driver for General Sound.

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